

**Airdate:** 3/24/2010

**Time:** 10pm

**Type:** 1 hour news program

A convicted sex offender is accused of killing two local girls. We take a look at how his parole was handled. There's scrutiny over a corrections department policy of destroying files.

**Program:** FOX 5 NEWS AT 10 WEEKENDS

**Airdate:** 03/07/2010

**Time:** 10:00 p.m.

**Type:** 1 hour news program

A heavy day for people in Escondido as the news of Amber Dubois' body being discovered. Police are searching for her killer.

**Program:** FOX 5 NEWS AT 10 WEEKENDS

**Airdate:** 03/06/2010

**Time:** 10:04 p.m.

**Type:** 1 hour news program

A San Diego woman turns herself into police one day after a Carlsbad teenager is run over and killed. 18-year-old Steven Kelley Lying was struck and killed in the middle of the road while skateboarding.

## **Business/Economics**

**Program:** Fox 5 Morning News  
**Airdate:** 1/22/10  
**Time:** 5 a.m.  
**Type:** 4 hour news program

Two San Diego companies are voted among the best places to work by Fortune Magazine. Qualcomm was ranked 9th on the list of 100 companies. That's up from 16th last year. And Scripps Health placed 40th on the new list, up from 59th in 2009. The "100 Best Companies to Work For" list will appear in Fortune's February issue.

**Program:** Fox 5 Morning News  
**Airdate:** 1/28/10  
**Time:** 5 a.m.  
**Type:** 4 hour news program

Foreclosures in San Diego are on the rise. According to La Jolla based Data-Quick, the number of homes in the county slipping toward foreclosure increased by almost 18% last quarter. Lenders sent more than 6,000 default notices around the county in the 4th quarter. That's almost 1,000 more than the last quarter in 2008.

**Program:** Fox 5 Morning News  
**Airdate:** January 12, 2010  
**Time:** 6:00 a.m.  
**Type:** 4 hour news program

Bankruptcy filings rose by nearly a third last year. The staggering number was driven by the job losses and foreclosures. Joining us now is financial analyst and radio talk show host Ray Lucia.

**Program:** Fox 5 Morning News  
**Airdate:** January 26, 2010  
**Time:** 6:00 a.m.  
**Type:** 4 hour news program

We've all seen the recession take its toll. Now we are focusing on recovery. Frank Cowell, founder and CEO of elevator marketing joins me now with tips to help business owners keep their doors open.

**Program:** Fox 5 Morning News  
**Airdate:** 1/27/10  
**Time:** 7-9AM  
**Type:** 4 hour news program

We now know what neighborhoods will be hardest hit by cuts to the San Diego fire department. Eight fire engines will be shut down each day to save money for the city. 13 fire stations will take part in the department's so called "rolling brownout plan" to save about 11-point-five million dollars.

**Program:** Fox 5 Morning News

**Airdate:** 1/26/10  
**Time:** 7-9AM  
**Type:** 4 hour news program

State lawmakers will start looking at a bill today that could mean more cash in your pocket. Currently, if you have a gift card worth less than ten dollars, you can exchange it for cash. Now lawmakers want to increase that to 20 dollars.

**Program:** Fox 5 Morning News  
**Airdate:** 01/08/10  
**Time:** 6P  
**Type:** 1 hour news program

It's called a Sunday slow-down. MTS approves cuts to San Diego bus and trolley service to try to close a \$15 million deficit. Starting Feb. 28<sup>th</sup>, 28 routes will be eliminated on bus lines while Sunday trolley service will be changed. The cuts will save MTS about \$7 million.

**Program:** Fox 5 Morning News  
**Airdate:** 01/08/10  
**Time:** 6P  
**Type:** 1 hour news program

Parking at Lindbergh Field will cost more this summer. An airport panel says fee hikes are needed to recover lost costs. Starting July 1<sup>st</sup>, parking rates will double for short-term parking. Long term parking won't be affected but every parking stay up to 7 hours will be charged an extra \$6.

**Program:** Fox 5 Morning News  
**Airdate:** 01/27/10  
**Time:** 6P  
**Type:** 30 min. special news program

The City of San Diego is expecting to lose about \$200,000 hosting the Farmers Insurance Open this week. The losses come from fees maintaining the greens, staff overtime and maintenance costs. Usually tens of thousands of fans flock to San Diego to watch Tiger Woods play, and it helps boost the local economy, but this year Tiger is not playing because of his affair. One perk is that local schools and charities will benefit from the proceeds.

**Program:** Fox 5 News at Ten  
**Airdate:** 1/21/2010  
**Time:** 10pm  
**Type:** 1 hour news program

A pair of San Diego companies are voted the best to work for by Fortune Magazine. We take a look at what makes the companies get on top of the list.

**Program:** Fox 5 News at Ten  
**Airdate:** 1/25/2010  
**Time:** 10pm  
**Type:** 1 hour news program

With several storms pounding San Diego, it's not all bad news. Some businesses are seeing profits go up.

**Program:** Fox 5 news at 10 Weekends  
**Airdate:** 01/23/2010  
**Time:** 10:40 pm  
**Type:** 1 hour news program

A local business hiring 400 people to help out for Valentines Day .  
Pro-Flowers looking for seasonal help at their U-T-C call center.

**Program:** Fox 5 News at 10 Weekends  
**Airdate:** 01/16/20410  
**Time:** 10:34 PM  
**Type:** 1 hour news program

A ruling by a "California Appellate court judge" sided with governor Schwarzenegger's request to block restoring full pay for prison guards.

**Program:** Fox 5 Morning News  
**Airdate:** 2/17/10  
**Time:** 5 a.m.  
**Type:** 4 hour news program

Mixed news out of the local housing market. According to MDA Data Quick, median home prices last month jumped nearly nine percent compared to the same time period last year. But, that was down about six percent from December. The median home price in Southern California was about \$270,000 in January.

**Program:** Fox 5 Morning News  
**Airdate:** 2/18/10  
**Time:** 5 a.m.  
**Type:** 4 hour news program

New fallout from the city's budget cuts. Bathrooms at some local beaches are now shutdown. And that's affecting visitors and nearby businesses in the Mission Bay area.

**Program:** Fox 5 Morning News  
**Airdate:** February 2, 2010  
**Time:** 6:00 a.m.  
**Type:** 4 hour news program

There's a lot of talk in Washington about health care. But what is your plan for when you get older? Joining Arthel Neville once again is radio host and Fox 5's financial contributor Ray Lucia.

**Program:** Fox 5 Morning News  
**Airdate:** February 22, 2010  
**Time:** 6:00 a.m.  
**Type:** 4 hour news program

Protecting consumers from high credit card fees, a new credit card law will go into effect Monday. Fox's Brenda Buttner looks at what card users need to know.

**Program:** Fox 5 Morning News  
**Airdate:** FEB 22<sup>nd</sup>, 2010  
**Time:** 7-9am  
**Type:** 4 hour news program

New regulations designed to protect consumers from controversial credit card practices take effect February 22nd. Reporter Nicole Collins provided us details of the new laws

**Program:** Fox 5 Morning News  
**Airdate:** FEB 2, 2010  
**Time:** 7-9AM  
**Type:** 4 hour news program

Toyota's worldwide recall may hurt sales more than previously thought. A Toyota executive now says a consumer backlash from its gas pedal problems is expected. The executive also admits there's a perception the company moved too slowly to fix the problem.

**Program:** Fox 5 News at 6  
**Airdate:** 02/16/10  
**Time:** 6P  
**Type:** 1 hour news program

Before new credit card rules kick in, our local financial expert stops by for an in studio live segment to go over what's changing and what we need to know to take advantage of the new rules. Our anchor interviews him and he goes over what the changes are, how consumers will be protected and the new tricks and traps credit card companies are using.

**Program:** Fox 5 News at 6  
**Airdate:** 02/24/10  
**Time:** 6P  
**Type:** 1 hour news program

A positive story on the local economy and education front. Amid all the teacher layoffs, salary and program cuts, a brand new school in Oceanside opens its doors for low-income children. Our reporter shows us around Del Rio Elementary School and explains how it

was able to undergo a \$12 million renovation. She also talks to students and teachers about how important a new school is to a poor neighborhood in the County.

**Program:** Fox 5 News at 10  
**Airdate:** 02/03/10  
**Time:** 10P  
**Type:** 1 hour news program

San Diego Mayor Jerry Sanders was in Washington, DC earlier this month. Sanders was there to lobby for federal money to fund several regional projects. We take a look at what projects the mayor is pushing to get funded.

**Program:** Fox 5 News at 10  
**Airdate:** 02/03/10  
**Time:** 10P  
**Type:** 1 hour news program

We've all been feeling the pinch in this down economy. Board of Supervisors in San Diego address the "state of the county." From the difficult economic hurdles to what's being accomplished.

**Program:** Fox 5 news at 10 Weekends  
**Airdate:** 02/21/2010  
**Time:** 10:18 pm  
**Type:** 1 hour news program

The La Jolla farmers market now has valet parking. It creates jobs and eases on parking.

**Program:** Fox 5 News at 10 Weekends  
**Airdate:** 02/13/2010  
**Time:** 10:15 pm  
**Type:** 1 hour news program

A closer look at our state's budget crisis. A new investigation shows the possibility that state furloughs in one department are costing California more money than it's gaining.

**Program:** Fox 5 Morning News  
**Airdate:** 3/19/10  
**Time:** 5 a.m.  
**Type:** 4 hour news program

Some good news for our state's housing market. A company that tracks home prices says the median price in California went up by 11% last month compared to the same time last year. Experts say the increase is due to a dip in foreclosures and a spike in sales within high-end markets. The median price in California is at \$249,000, up from \$224,000 last February.

**Program:** Fox 5 Morning News

**Airdate:** 3/25/10

**Time:** 5 a.m.

**Type:** 4 hour news program

Furlough Fridays are officially finished. Thousands of state workers could be back on the job as early as next month. A judge lifted the order yesterday. The governor's furlough had forced workers to take two-to-three days off each month without pay. The back-to-work order applies to departments that aren't financed by the state's general fund, including the DMV and the unemployment office.

**Program:** Fox 5 Morning News

**Airdate:** Tuesday, March 23, 2010

**Time:** 6:00 a.m.

**Type:** 4 hour news program

President Obama signs the health care reform bill Tuesday. We wanted to know, how this will it affect taxes. Joining me once again is radio host and financial expert Ray Lucia.

**Program:** Fox 5 Morning News

**Airdate:** Tuesday, March 23, 2010

**Time:** 6:00 a.m.

**Type:** 4 hour news program

The impact of healthcare reform on small businesses was a major focus of the bill. It will be a few years before small businesses have to make any changes but by 2014, they will be forced to provide health care for their employees. Under the bill, states should provide health option programs for small businesses.

**Program:** Fox 5 Morning News

**Airdate:** March 3, 2010

**Time:** 7am

**Type:** 4 hour news program

We're still months away from electing a new Governor, but whoever gets the job, they will have some major budget problems. A new poll shows half of California voters think budgets cuts are the answer. 13 percent of voters support tax hikes. 20 percent of those polled think we've got to change the state's constitution to deal with the deficit.

**Program:** Fox 5 Morning News

**Airdate:** March 4, 2010

**Time:** 7am

**Type:** 4 hour news program

The Toyota recall to fix sticky gas pedals may not be a fix at all. At least 15 drivers complained to federal officials their recalled vehicles are still speeding up uncontrollably... even after repairs. A Toyota spokesman said the company was investigating. The automaker has recalled more than eight-million vehicles worldwide since October.

**Program:** FOX 5 NEWS AT 6  
**Airdate:** 03/09/10  
**Time:** 6P  
**Type:** 1 hour news program

Cuts in the classroom. Educators are taking to the streets to rally against pay cuts and pink slips in the Chula Vista Elementary School District. Our reporter is live among the hundreds of protesters, interviewing teachers, trying to get the school's side of the story all before the protesters attend a district budget meeting.

**Program:** FOX 5 NEWS AT 6  
**Airdate:** 03/16/10  
**Time:** 6P  
**Type:** 1 hour news program

Spring weather is kicking in early and the heat does more than just boost your mood. Apparently its doing wonders for the local economy. Our reporter finds out which local businesses are seeing an increase of customers because the weather is warmer.

**Program:** Fox 5 News at Ten  
**Airdate:** 3/16/2010  
**Time:** 10pm  
**Type:** 1 hour news program

The warmer weather is bringing people out to the beach. We take a look at how it's affecting businesses by the water. A closer look at what people are paying for and how much it's really helping.

**Program:** Fox 5 News at Ten



**Airdate:** 3/16/2010

**Time:** 10pm

**Type:** 1 hour news program

The NCAA tournament is causing some to put their money on the line. A look at what locals are betting and how it's affecting local companies.

**Program:** Fox 5 news at 10 Weekends

**Airdate:** 03/21/2010

**Time:** 10:20 pm

**Type:** 1 hour news program

Saving money by wasting less. Loren Nancarrow shows us how to tune up a bike with a lemon.

**Program:** Fox 5 News at 10 Weekends

**Airdate:** 03/14/2010

**Time:** 10:42 pm

**Type:** 1 hour news program

California has a city named Venice near Los Angeles, but did you know we have our own Naples. We talk to business owners and residents about the community which is tucked away near Long Beach.

# MAKING IT! Minority Success Stories

## FCC REPORT

**Air Date:**

March 7, 2010

**Length:**

24:00

### 487RR – FRANCHISING

#### **GOLD'S GYM**

Angel and Willie Banos (213-688-1441) experienced major struggles, from fleeing Cuba during the revolution to facing the liquidation of their family shoe manufacturing business in Los Angeles. But they overcame those obstacles to become the top franchisees of Gold's Gym. Part of their success comes from bringing what they have learned about the retail business while working in the shoe industry to the fitness industry. This enabled them to see the gym-going experience as a product to be tailored to the specific needs of their customers. As a result, the brothers invested heavily to create state-of-the-art facilities and superb service. Their success is also a result of the combination of their individual talents-- Angel provides the vision while Willie implements his brother's ideas. Currently, the Banos brothers own three franchises and has secured an exclusive contract with Gold's Gym to build more of them within a 100-mile radius of their Downtown, Los Angeles location.

#### **BURGER KING**

Ella Avery-Smothers (averysmothers@sbcglobal.net) is one of eleven siblings in a poverty-stricken family from Virginia. Her dream as a child was to be able to afford all the groceries she wanted. Years later, she would find herself reaching her goal after becoming the owner of eight Burger King franchises in Los Angeles. However, her journey to success was slow and arduous. It took her and her husband ten years to save up \$10,000 to open their first franchise. They then had to turn their restaurants in gang-infested neighborhoods into profitable businesses. But Ella faced the biggest challenge personally and professionally when she and her husband divorced. After losing her business partner, she created her new strategy that focused on expansion. She would go on to successfully acquire and manage additional restaurants. Ella's formula to success is to adequately reward her top employees and to give them the autonomy to do their jobs.

In *Secrets of Success*, Ed Rigsbee (800-839-1520) of Rigsbee Research talks about how to create superstar employees.

**Studio Guest** is Richard Rennick (760-320-9991), Chairman of the International Franchise Association.

# MAKING IT! Minority Success Stories

## FCC REPORT

**Air Date:**

March 14, 2010

**Length:**

24:00

### 495RR – BEAUTY AND THE BRAND

#### UNIVERSAL COLLEGE OF BEAUTY, INC

When John Williams (323-296-8221) was 12 years old, he produced and sold shampoo for 50 cents a gallon. Today, he is the proud owner of UNIVERSAL COLLEGE OF BEAUTY, INC. in Los Angeles. He received his start in the beauty industry when he returned home from military service and began working at the family business, which was then called Henrietta's School of Beauty. John took a position as the janitor but gained sufficient skills to eventually begin teaching classes at the school. After the Los Angeles Riots, his mother retired and John took over the business. He renamed it Universal College of Beauty, Inc. to reflect the direction of reaching all races, but John had to overcome some obstacles along the way. He struggled financially shortly after obtaining ownership of the business. Fortunately, he received assistance by working with local organizations such as the Boys and Girls Club and the YWCA. John was dealt another blow when his wife and son were killed in a car accident in 1993. But he was resilient and with the help of his son Kenneth, he persevered and he preserved his mother's legacy by taking the business to new heights. In 2005, The Universal College of Beauty celebrates its 75th anniversary. John is hoping to open six more locations in his lifetime.

#### GRANDALL DISTRIBUTION COMPANY, INC

Jose Granda ([www.grandall.com](http://www.grandall.com)) risked his life to come to the United States after escaping the Castro-led revolution in Cuba. After settling in Los Angeles, Jose began making a living working in sales. He was particularly profitable in selling vitamins and minerals. When he asked for a 10% stake in the company but was denied, he then decided to open his own health and beauty distribution firm in 1965. He recognized that Mexican-American consumers possessed brand loyalty and so he built his business serving the needs of this market. He also worked with a manufacturer to develop his own products. However, the most important ingredient in his success is branding. Specifically, Jose reaches Hispanic consumers by using bilingual labels and culturally familiar packaging. In 2004, GRANDALL DISTRIBUTION COMPANY, INC. grossed \$8 million. Today, the company continues to sell its products in 1,500 stores along the California coast.

In **Secrets of Success**, Linda Coleman-Willis ([lindaspeak@lindaspeak.com](mailto:lindaspeak@lindaspeak.com)) talks about ways to maintain passion for your business.

The **studio guest** is Caren Conrad (949-476-8167), General Manager of Boscia Skincare, who speaks about building brand identity.

# MAKING IT! Minority Success Stories

## FCC REPORT

### Air Date

March 21, 2010

### Length:

24:00

## 503RR – FROM EMPLOYEE TO OWNER

### ORANGE COAST MAGAZINE

Ruth Ko ([www.orangecoastmagazine.com](http://www.orangecoastmagazine.com)) left home at the age of 15 to pursue acting. She was cast in small television roles in the 1970s but eventually wanted a job with more security. That led her to take a position selling advertisements at ORANGE COAST MAGAZINE, a regional publication. Ruth took on many roles at the company and eventually became the executive publisher. However, her career was in jeopardy when the magazine owner filed for bankruptcy. Determined to survive professionally, Ruth financed for a year and purchased Orange Coast Magazine after outbidding other interested buyers in court. Despite her triumph, Ruth soon faced challenges as the new owner of the magazine. She was confronted with staffing issues and problems that resulted from the bankruptcy. In addition, poor-performing industries discouraged many of its potential advertisers. Fortunately, the company's circumstances improved after Orange County's economy recovered from the downturn. Today, Orange Coast Magazine is standing strong after 30 years in business and has a circulation of 60,000 readers.

### SUPPORT SERVICES OF AMERICA, INC

Alex Fortunati ([www.supportservicesamerica.com](http://www.supportservicesamerica.com)) is a risk-taker. This is exemplified in his migration from Argentina in 1983. Upon his arrival to America, Alex possessed a little more than \$100 and had no place to sleep. Astonishingly, he created a career for himself in the next several years and worked his way to a district manager position at his firm. He enjoyed the stability but longed for the excitement and unpredictability of entrepreneurship. So in 1997, he and his wife started SUPPORT SERVICES OF AMERICA, INC., which provides janitorial, food and landscape services, among others, to various institutions. In the early days of the business, the couple cleaned offices at night after they finished their day job. Their commitment earned them an excellent reputation and demand for their services soared. Currently, Support Services of America, Inc. is a \$20 million-dollar company with a presence in 23 states.

In ***Secrets of Success***, the author of *Cracking the Millionaire Code*, Mark Victor Hansen ([www.markvictorhansen.com](http://www.markvictorhansen.com)), gives advice on growing a business by asking questions from a billionaire's perspective.

**Studio Guest** is Carmen Murray (800-533-3292; [info@rodeocarpetmills.com](mailto:info@rodeocarpetmills.com)) of Rodeo Carpet Mills who talks about how to go from working for an employer to becoming one.

# MAKING IT! Minority Success Stories

## FCC REPORT

**Air Date**

March 28, 2010

**Length:**

24:00

## 522RR – ECOPRENEURS: GROWING A GREEN BUSINESS

### VINYL TECHNOLOGY, INC.

A successful career working for someone else was not the happy ending to the American Dream **Dan Molluras** imagined. Although he quickly excelled in many professions, Molluras's American dream involved working for himself. It finally took flight when one of his small heat-sealing jobs landed a contract with the government. This started his company on a growth pattern and laid the foundation for becoming a government contractor for his company **Vinyl Technology, Inc.** As a manufacturer of custom made plastic and industrial fabric products, Dan Molluras reports current revenue between \$15 and \$18 million. His extensive client range in the military, space program and medical industries allows **Vinyl Technology, Inc.** to be the American Dream **Dan Molluras** envisioned.

### THE WOVEN COMPANY

Many aspiring entrepreneurs cross a river of riddles when discovering their business venture. Baffled by which wave to sail, **Kenneth Nguyen** of **The Woven Company** answered his riddle in the form of an equation. It primarily involved expanding his knowledge of the import/export business to strengthen his parents' Bamboo Window Covering business. When Kenneth couldn't afford to pay his first few employees on time, his thirst for knowledge grew. He attended interior design trade shows and even integrated marketing techniques he learned from promoting clubs. With additional insight from Comerica, Kenneth's business reached its first million, allowing him to pursue corporate clients. The incorporated company's philosophy of hard work and knowledge expansion has kept success and the entrepreneurial spirit in the family.

### SECRETS OF SUCCESS

**Valerie Garza**, President of **DeLa Garza PR**, gives innovative tips to help viewers realize there are many ways to market a business.

### STUDIO GUEST

**Cara Good**, (Co-Founder/CEO of **Wundermarx Marketing & Branding Firm**) explores how to smoothly transition a business into the "Green Market."

# MAKING IT! Minority Success Stories

## FCC REPORT

**Air Date:**

February 7, 2010

**Length:**

24:00

### 486RR – LEARNING BUSINESS OWNERSHIP

#### ATLAS WHOLESALE

His mother offered his help on the weekends to clean the shelves and dust off the products at the beauty store she was working at. That was Al Añorga's first entry in the beauty supply business at the young age of 13 and as they say the rest is history. He began working in the beauty supply store that his mother owned, and educating himself on the products, memorizing all of the hair colors. His break into the business ownership role came when his mother offered him one of her salons. His job as the new owner was to get the salon out of debt. Not only did he avoid eviction, and turned profits, he redecorated the entire salon into a classy hip look. After that adventure, Al took a break but returned shortly to the business when he had the chance to buy Atlas Beauty Supply, now named Atlas Wholesale (562-464-3997). Once again, he brought a business out of near bankruptcy. To do that, he turned his attention to developing his own hair color products, after realizing that some of the products he sold were not of high quality. Color Seal, designed to lock in and preserve color, in addition to several other products Al later developed, accounts for his \$1.1 million gross for the year 2000.

#### PUEBLO NUEVO ENTERPRISES

With the goal of creating jobs for the unemployed community of his church, Rev. Phillip Lance (213-483-2000) turned a non-profit organization into a for-profit corporation. Pueblo Nuevo Enterprises, a janitorial company provides services to schools, hospitals and low-income housing developments. Today, the company manages a strong workforce, employing over 30 people and empowering them with the opportunity of business ownership. Eighteen of the company's employees have become part owners and active board members, sharing in the profits and decision making.

In ***Secrets of Success***, Rev. Mark Whitlock (877-426-7263) talks about how to make your business shine.

**Studio Guest** is Rev. Steven D. Johnson, President of FAME Renaissance (323-730-7700).

# MAKING IT! Minority Success Stories

## FCC REPORT

**Air Date:**

February 14, 2010

**Length:**

24:00

## 490RR – CREATIVE MARKETING

### PORTERHOUSE BISTRO

Alvin Cheng (310-659-1099) was an owner of a successful steakhouse in Taiwan with a dream of taking his business to the United States. He met his business partner Bobby Burton and they opened Porterhouse Bistro in Beverly Hills. However, they had to make drastic changes to survive in the competitive industry. First, Alvin had to alter his recipe to better suit the American taste. Then, he and Bobby were forced to change their marketing strategy after their initial promotion failed. They ultimately found success with better marketing and competitive prices. Alvin and Bobby also gained a loyal clientele with their commitment to providing value. Currently, the owners of Porterhouse Bistro are working to expand their business to other cities.

### 1STWINDOWS.COM

Doug Lopez ([www.1stwindows.com](http://www.1stwindows.com)) revolutionized the construction supply industry when he started 1stwindows.com. His company enables customers to compare prices and designs, and order online. 1stwindows.com is also the first supplier to deliver products to customers directly from the manufacturer, thus cutting shipping costs. In fact, Doug's business model was so effective that his company became profitable in only four months. However, his success attracted animosity from his competitors. They felt so threatened by 1stwindows.com that they tried to shut down his company. Fortunately, Doug overcame the adversity and continued to improve his business. Specifically, he devised a marketing strategy that integrated his company's information into the architects' computer assisted software, driving more customers to 1stwindows.com. Doug's company continues to grow and is expected to reach \$5 million in 2005. In the future, Doug wants to diversify his business by selling other construction supplies.

In ***Secrets of Success***, Marketing Consultant Bonnie Dean (800-915-4668) of W.O.W. Presentations talks about the importance of marketing for all sized businesses.

**Studio Guest** John Bellamy (708-273-6900) of The Knockout Group, Inc. talks about taking a product to market

# MAKING IT! Minority Success Stories

## FCC REPORT

### Air Date

February 21, 2010

### Length:

24:00

## 519RR – PROFITS FROM INFRASTRUCTURE

### A.M. ORTEGA CONSTRUCTION, INC.

Previous professions of aspiring entrepreneurs may sometimes lead them to their future destinies. For **Maurice Ortega (A.M. Ortega Construction, Inc)**, his future business successes rested in his hands, literally. The former motorcycle mechanic's hands were meant to do a lot more than handling motorcycles. Maurice came to this realization and decided to go into construction. With only \$12,000 of profits the first year, his wife, amongst others, couldn't fathom this sudden career move. Their love and thirst for success, however, did not yield to the driving forces of the business. Five years later, the business cruised to optimistic acceleration when it landed two big contracts. Shortly after, A.M Ortega Construction, Inc was born and took full flight with an estimated \$1.5 million contract. With past clients such as The Edison Company and the Minority Business Enterprise under their belt, the originally home office business has effectively transitioned into corporate America.

### TEN TEC

Climbing the corporate ladder was a desire **Allen Teng** always had a determination for. His climb began when he earned a degree in Chemistry and a Master's in Computer Science. By the age of 29, Teng had already become the overseer in the systems application department for a bank. Due to language barriers, however, his climb to the top tumbled downhill and prompted him to resign. In 1989, Teng decided to open his own IT Staffing Firm (**Ten Tec**), and consulted his former employer from the previous job. Teng further reached out to former contacts to build up his clientele. Teng's second attempt up the corporate ladder reaped \$1.1 million in profits the first year. In 2007, the Firm's profit projected \$30 million. His prestigious clients from Sony, Universal, Honda, and beyond also exemplify that climbing the corporate ladder mandates tenacity, determination, and, in some cases, several attempts.

### SECRETS OF SUCCESS

Author and speaker **Chellie Campbell** of **Campbell Consulting ([www.chellie.com](http://www.chellie.com))** gives viewers the motivational and informative push they need to run a successful business. In addition, Campbell gives her top ingredients for gaining additional clients and running a successful home business.

### STUDIO GUEST

**(Debra Reed, President/CEO)** of **Southern CA Gas Company and San Diego Gas & Electric**, enlightens viewers on the skills that have allowed the corporations to flourish and the future of their supplier diversity departments.



# MAKING IT! Minority Success Stories

FCC REPORT

Air Date

February 28, 2010

Length:

24:00

## 521RR – TAKING OVER A FAMILY OWNED BUSINESS

### WING HING NOODLES

When **Kenny Yee** of **Wing Hing Noodles** inherited his family-owned business, a part of him felt it was incomplete. Yee wanted to position the business where it could prosper on a more global scale. Brand name recognition and mainstream popularity were just a few of the delays before this new business flight reached its final destination. In addition, a \$3 million bond investment was used to handle business innovations and meet proper health standards. However, the big ticket investment paid off as sales tripled and **Wing Hing Noodles'** relationships with giant food establishments and restaurants grew. Kenny Yee's food manufacturing company now not only has a strong family foundation, but a solid business backbone as well.

### JOJO'Z ENTERPRISES

Many family-owned small businesses have difficulty passing down to future family generations. **JoJo'z Enterprises**, which markets U.S. food products in Mexico, experienced this first-hand when its founding father, Joe Gomez passed away. During his time, however, Joe Gomez had secured the foundation necessary to assure the successful transition to his young family. Today co-founder Gloria Gomez enables Joe Gomez's spirit to live on through his good old-fashioned core philosophies. With such business ethics, **JoJo'z Enterprises** has reported product sales at over 250 major retail stores throughout Mexico.

### SECRETS OF SUCCESS

Eli Davidson, CEO of **The Davidson Partnership**, shows viewers how to flip potential business weaknesses into advantageous strengths.

### STUDIO GUEST

**Betty Rengifo Tucker**, Executive Vice President of Retail Banking for **Comerica**, tunes in on maximizing banking relationships for your business. Tucker also provides tips for small business owners planning businesses abroad.

# MAKING IT! Minority Success Stories

## FCC REPORT

**Air Date:**

January 3, 2010

**Length:**

24:00

### 485RR – FILLING THE NICHE

#### KEY QUEST PUBLISHING

Finding a niche is essential for any business startup. For Dackeyia Q. Simmons ([www.entertainmentpower.com](http://www.entertainmentpower.com)) that niche was a business directory for individuals pursuing a career in the Entertainment industry. The immediate idea was a book, but the process to get a book published is full of struggles and endless possibilities. Publishing houses exert great control over the layout, content and vision of a book, and that led her to a risky but rewarding decision: Self-Publishing. But it took her eight years to get her business Key Quest Publishing and her book Entertainment Power Players in the market. The struggles were many but her determination was unshakable. Hundreds of rejections letters from advertisers, death within her family and circle of friends, maintaining steady employment, researching material for the book, and creating a business plan obscured her vision, but she never lost sight. Today, her book is found on 80 campuses, 30 libraries and in 10 bookstores nationwide.

#### CLICK2ASIA.COM

Joseph Cheon ([www.click2asia.com](http://www.click2asia.com)) started chatting on the internet in 1994. Then in 1995, he took his hobby a bit further by creating his own website called KoreaLink.com, which he funded with \$5,000 of birthday money he had saved. The site's popularity grew and so did Joe's overhead. He ended up borrowing \$250,000 during the first year, without generating any revenue. In 1996, KoreaLink.com was recognized as one of the top 100 sites in the country by industry experts. Then advertisers took notice, and Joe's very expensive hobby became a business. By the end of 1998, he had paid off the debt and was ready to take on another challenge. In 1999, he partnered with Chinese American entrepreneurs and decided to go after the global Asian market. They launched a new media company and web portal called Click2Asia.com in September of 1999 offering free services like ISP and long distance calling to all its members. It was financed by \$1 million of angel investment from prominent entrepreneurs. Three months later when the money ran out, Joe and His partners secured a second wave of financing in the amount of \$10 million. Today, they have over 500,000 members, 100 employees and offices in Los Angeles, China and Korea.

In *Secrets of Success*, President of Multicultural Associates Carlos Conejo (805-494-0378) talks about how to recognize emerging markets.

**Studio Guest** is President and Founder of New Venture Consulting ([www.new-venture.com](http://www.new-venture.com)) Cheryl Mann.

# MAKING IT! Minority Success Stories

## FCC REPORT

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## 489RR – FIERCE COMPETITION

### REGAL CAKE GALLERY

Rosa Leung (323-938-2286) owns Regal Cake Gallery, a high-end bakery that specializes in airbrushed and sculptured cakes. However, her business is located next door to the well-established Hansen's Bakery. But while being side-by-side with a competitor intimidates many entrepreneurs, Rosa has taken this challenge by the horns. She has successfully distinguished herself with her one-of-a-kind designs. Her most noteworthy work-of-art is a Hollywood Star cake created for actress, Susan Lucci. Most importantly, Rosa is dedicated to providing excellent service to win returning customers. Her strategy proved to be effective as her business has grown to several locations. Rosa currently owns a Regal Cake Gallery in Fairfax and Woodland Hills and Exotic Cakes in West Hollywood.

### ONE STOP SHOP

Marx Acosta-Rubio (800-365-9545) experienced many twists and turns in his career. The law school dropout met the biggest setback when he was fired from his job at an office supply company. But this was a blessing in disguise because it gave him the opportunity to launch his online office product store. He borrowed \$77,000 from his mother and started One Stop Shop. However, his early days of being an entrepreneur were humbling. He lacked business knowledge and had to operate from his small home. He eventually found success utilizing a system that allowed him to proactively connect with his customers. In fact, Marx's company has become one of the fastest growing in Los Angeles. It is projected that One Stop Shop will reach \$10 million in sales by 2005.

In ***Secrets of Success***, Belma Johnson (818-841-9291) of Dream Books talks about how to keep ideas fresh for your business.

**Studio Guest** is Kaleil Isaza Tusman (212-896-1269), author of *The Entrepreneur's Success Kit*.